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The Motivation of Senior Citizens in Visiting Public Libraries in Developing Country

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Abstract

This study aims to describe the motivation of senior citizens in visiting public libraries in Surabaya. This research uses descriptive qualitative approach. Data collection is done through questionnaires and interviews with elderly respondents who ever visit the Surabaya public Libraries. The population of this study includes elderly library users (aged 60 years and over) and they have experience visit public libraries in Surabaya. The motivation of the senior citizens can be divided into two, namely intrinsic and extrinsic motivation. The recommendation from this paper related to collection, facility, and services improvement, including providing special space for senior citizen in public libraries in Surabaya.

Keywords: public library services, elderly users, elderly motivation, intrinsic motivation, senior citizens,

Introduction

One of the missions and aims of the public library is to provide information services to all communities without exception, including the elderly or senior citizens. However, up until the recent days, the focus of the public library services have always been on children's and youth's services. Whereas the services for adults and elderly visitors are oftentimes neglected. The importance of the role of public libraries in the lives of the elderly has been widely initiated, both through scientific writing, research, and practice (Kendall, 1996).

In Indonesia, the elderly population reaches 23.4 million or 8.97% (BPS, 2017). This percentage increases greatly compared to the previous years. This is a good signal for welfare development of the Indonesian people, where life expectancy is getting longer. This is one of the government's successes in improving health and social services for the community. Those who are categorized as elderly here in Indonesia are citizens aged 60 years old and above.

However, there is a threat to the elderly population, in which the senior citizens are perceived as the burden of the state if the population is not equipped with the appropriate skills and knowledge. Many of the elderly whose productivity have declined do not have regular income anymore due to them no longer working, or having their work positioned replaced. This has become an issue that needs to be solved by the government, in terms on how to build independent, elderly resources. BPS (*Badan Pusat Statistik*, Central Bureau of Statistics) itself predicts that the number of elderly people will increase every year. There are some government programs that support the development of senior citizens such as giving homecare, social rehabilitation, emergency social services, family support, developing elderly- friendly areas, and *program lansia tangguh* (tough elderly citizen program). Elderly-friendly areas include public places such as parks, hospitals, libraries, transportation, and elderly-friendly jobs (BPS, 2017). In addition, several higher education libraries also began targeting elderly people in their internet and computer training programs (ITS Library, 2017), as well as providing training so that the elderly may live a healthy lifestyle (Depok.go.id, 2018). It can be seen from the survey that 50 public libraries in America also showed concern for the elderly by providing services aimed at senior citizens. (Bennett-Kapusniak, 2013).

Public libraries as one of the public services have begun to improve their services for the elderly. One example is how Malang city library provides a corner for the elderly to stimulate their reading comprehension (Tribunjatim.com, 2018). There is also a case in which the public libraries in Surabaya that does not have special services for the elderly, yet the library has elderly visitors. Looking at the above phenomenon, this study aims to describe the motivation of senior citizens in visiting public libraries in Surabaya.

Literature Review

Motivation

Motivation is both internal and external factors that encourage someone to do a job, role, or make an effort to achieve goals. Motivation produces interactions between factors that drive a person, both consciously and unconsciously such as the need, the incentive or reward and expectations of the individual (businessdictionary.com). For example, someone visits a library and uses facilities to increase their knowledge.

The motivation that drives a person can be intrinsic or extrinsic. Intrinsic motivation is the desire from within to get something, experience new challenges, and to gain knowledge. While extrinsic motivation comes from outside the individual. For instance, existence of rewards or incentives. Intrinsic motivation is considered to be more durable because desires

come from individuals, while extrinsics will last as long as incentives are still given (Wikipedia).

According to Maslow, in the hierarchy of needs there are 5 levels of human needs, starting with the most basic ones, which is physical needs (such as eating, drinking, shelter), security needs (financial security, health), the need to love (friendship, family, relationships with others), the need for appreciation (self-confidence, respect for others), and the need for self-actualization which includes achieving something for self-satisfaction.

Elderly

According to WHO, someone is said to be 'elderly' if they are ranging from 60 years to 74 years old, in the 'old' category if they are aged 75-89 years, and 'very old' for those 90 years old and above. In Indonesia, the ministry of health has its own category, in which 60-69 years old are categorized as young elderly citizen, those aged 70-79 years as elderly citizen, and 80 years old and/or older as senior citizens (BPS, 2017).

Library services for elderly Guidelines

According to the RUSA guidelines 2017, there are eight components that need to be considered when providing services for the elderly (60 years and above), namely: (1) training staffs, which revolves around encouraging library staffs to be aware, understand, and able to make programs related to the needs in serving elderly users; (2) information services and collection, libraries must be able to research the needs of elderly users and hold collections according to the results of the research; (3) programs, libraries must be able to identify suitable programs for the elderly; (4) Technology, disseminating information through social media, newsletters, socializing the electronic collections to senior citizens; (5) Partnership, invites community collaboration to provide elderly services, invites elderly as volunteers in the library; (6) special services by providing services to the elderly who cannot afford to come to the library, by visiting home or working with communities around their environment so that all advanced elderly services are affordable; (7) facilities, placement of bookshelves that are easily accessible, provide comfortable reading rooms, and clear instructions; (8) funding, planning a special budget for the needs of the elderly.

Research Methodology

This research uses descriptive qualitative approach. Data collection is done through questionnaires and interviews with elderly respondents who ever visit the Surabaya public

Libraries. The population of this study includes elderly library users (aged 60 years and over) and they have experience visit public libraries in Surabaya. There are three public libraries in Surabaya, (1) Surabaya Provincial Library, (2) Surabaya City Library, (3) Surabaya City Library Balai Pemuda. The number of respondents that fill the survey in this study were 114 people. Data collection techniques conducted in this study is through structured interviews to respondents by referring to the questionnaire. The questionnaire was distributed at elderly visitors in the City Library, Provincial Public Library, and other public places in Surabaya in October-November 2018. The collected data is then processed and analyzed.

Data Finding and Discussion

The number of elderly people in Indonesia according to the 2016 survey reached 23.7 million, of which 60-69 years old were 63% and women were bigger than men with a percentage of women 52.52% and men 47.48%, according to Indonesian population statistics there are more women than men. Senior citizens who live in urban areas are as much as 49.64% and in rural areas are 50.36%. East Java is an area where the population is considered as having the old population structure, which is as much as 12.16% of the total population of East Java (BPS, 2017: 14). The number of the elderly population is large, considering the limit of the old population in each region is 10%.

Most of the senior citizens' highest education is elementary school and above (48.71%), some did not finish elementary school (31.89%), and a few are not in school (19.4%). (BPS, 2017: 21). This advanced education starts from elementary school to university graduates, but the elderly who do not go to school and do not pass elementary school are also more than 50%.

The number of elderly people who access the internet is 2.98%, most of which access the internet the most through smartphones, laptops and tablets. As for employment, as many as 47.92% of the elderly are still actively working, especially in the fields of agriculture, trade, industry, services, and others. 32.85% of the elderly took care of the household, and 18.49% do other activities.

The elderly respondents were 114 people, in which based on the age distribution (table 1) most of the respondents are aged 60-65 years (71.92%), followed by respondents aged 66-70 (20.17%), and respondents aged 75 years and over as many as 5, 26%, the rest are respondents aged 71-75 years old as much as 2.63%. If grouped according to BPS category, most visitors to the elderly library are in the young elderly age category, 60-70 years old.

The reasons for these elderly people to come to the public library are very diverse (Table 2), but the most are to find information according to their needs (39.47%), spend free

time (26.31), 24.56% come to relax, and as much as 9.64% accompany their grandchildren. All information provided in the public library is free, and can be used by the elderly to meet their information needs, information that many elderly people tend to search are related to health, history, politics and entertainment. In addition to seeking information, these elderly people like to spend their free time in the library to relax because public library is considered comfortable, cool and easily accessible. Furthermore, another reasons for the elderly to come to the library are to accompany grandchildren to play, study and read in the library. According to BPS statistics, 32.85% of the senior citizens take care of their own household.

The distance from the respondent's house to the library is at most 2-3 km (37.7%), less than 1 km (36%), above 5 km (15.9%), and 4-5 km (11.4%). If seen from the data above, the most visitors are elderly who live around the public Libraries. The location of the public libraries are in the city center, in the middle of the central government buildings, shopping centers, city parks, schools, and residences. The location in the center of the crowd makes this city library easily accessible.

Respondents visited the library in various ways, most of which were riding motorbikes (39.5%), then on foot (21.1%), driving cars (15.8%), riding public transportation (14.9%), and bicycles (8.8%). To travel at close range many people prefer to ride a motorcycle or walk for convenience. Public transportation was also chosen by respondents because it is cheap and also a stop near the city's public library.

The respondents' visit to the Surabaya library is not too frequent, this can be seen from the results of the questionnaire which stated that many respondents came only once a week (50.9%), then 2-3 times a week (47.4%), and 4-5 times a week 1.8%. The duration of most library visits is 1-2 hours (46.5%), less than 1 hour (40.4%), and above 2 hours for only 13.3%. The Surabaya public Library is not too large so visitors do not need a long time to take advantage of all the facilities available there. 1-2 hours is the ideal time to relax in the library, considering there are no cafes available so that when visitors are hungry or thirsty they have to leave the library to find the nearest cafe.

Activities carried out by elderly users included reading newspapers (38.6%), reading books (34.2%), borrowing books (11.4%), reading magazines (10.5%) chatting with friends (3.5%), and accessing the internet (1.8%). Senior citizens visitors feel comfortable reading books, newspapers, and printed magazines because they are easy and flexible, while accessing the internet is still rarely done by elderly users because they are not familiar with computers and online information. Respondents also complained about the absence of special staffs guiding them when using the internet. The library also does not have a guidance program for

utilizing information resources in libraries for elderly users. Having conversations with friends is also one of the activities carried out in the library, and some elderly visitors need friends to chat. The results of previous studies stated that elderly people in Surabaya like to get information through friends, an activity which is done face to face (Deanawa, 2016).

Respondents' responses related to the facilities provided at the library include reading room facilities whether sitting on a sofa, chair, or reading chair; computer connected to the internet; magazine and newspaper reading room. The library room is also comfortable with air-conditioner. The majority of visitors stated that the facilities were good (73.68%), but there were those who stated that they were not good (7.89%) because they felt the lack of special facilities for elderly visitors. In the public library, service for adult and elderly visitors is included in one of the services that the library provides. Fulfillment of facilities for the elderly is necessary because there is considerable potential to provide services that focus on the needs of the senior citizens. In the future, knowledge and technology-based services need to be developed, as well as guidelines for elderly services that need to be developed. (Cavanagh & Robbins, 2012). The development of specific guidelines for elderly friendly library services needs to be considered by the Surabaya city government.

The library collection is also considered good by most elderly visitors as much as 57.01%, but there are those who say that it is not good (13.15%). The collection is considered not good because there are some damaged and incomplete collections, and also, the collections do not vary much. The number of collections at public libraries is not too much, and the library does not have a special collection for the elderly, so elderly users still use the general collection. Health collections are the most demanded collection by the elderly in Indonesia, this is in line with the results of previous research by (Deanawa, 2016) where the elderly in Surabaya favor the topic of information on Health, Religion and Sports. Although religious and sports information is not chosen by library users at the Balai Pemuda Surabaya librari. In addition, research proves that in Nigeria, the information that is needed by the elderly tend to relate to health, pensions or finance, government policies, current issues, and transportation. (Edewor, 2016).

The response of library users regarding librarians stated that the librarians were friendly (57.89), good (31.57), helpful (4.38), but there are also comments about some staffs who are not friendly (6.1%), this was related to the users' disappointment because there were no staffs guiding them while in the library, there was no one directing them, and the staffs were not quick to solve problems if there were any obstacles.

The desire of the elderly users of the Surabaya public library is related to the addition of special facilities for the elderly, for example there is a special room for the elderly, walking aids because some senior citizens have difficulty walking, and providing elderly-friendly toilets. Another thing that is desirable is the addition of a library that is friendly to the elderly, where health collections are most requested, in addition to historical collections and politics. The elderly visitors also wish for an audio visual collection where they can enjoy music, movies, videos, watch TV in the library, because aside from the printed collection, senior citizens tend to receive information through media such as television (Deanawa, 2016); then programs for the elderly also need to be improved such as ICT training, internet introduction, reading exercises, elderly gymnastics. Promotion of libraries to the elderly also needs to be improved because many senior citizens do not know the benefits of the library. Regular collection of data regarding services and better promotions can help libraries to meet the needs of elderly users (Perry, 2014). Promotion can be done using a library website, but it should be noted that the information on the website needs to be specifically designed to be easily accessible to the elderly (Charbonneau, 2014).

Public libraries can use the internet and conduct training for elderly visitors so that they are able to find the information they need independently. This method is applied in China, where the internet is one of the sources of health information for the elderly, they search for information by selecting information results, following hyperlinks, and using queries. There is a relationship between education level and search ability in the elderly where the elderly with higher education are able to search online (Wu & Li, 2016). In Indonesia, many senior citizens expect additional collections in the health sector, this is because the elderly are often associated with health problems. The existence of open and easily accessible health information is expected to increase the awareness of the elderly about the importance of maintaining health. Internet training is also carried out in public libraries in the UK as digital literacy for the elderly (learning to surf the internet), and done for free, 8 x 2 hours (Vincent, 2014). Likewise in America, the elderly use the library to study technology in their retirement. The elderly come to institutions such as communities and libraries to study, here it is seen that the elderly are very active in utilizing the services provided and actively learning (Lenstra, 2017).

Seeing the results above, the motivation of the elderly can come from both internal and external factors. The intrinsic motivation of the elderly includes their desire to increase their knowledge and feel happy. Finding information, reading books, newspapers and magazines is a form of intrinsic motivation that encourages elderly people to increase their knowledge capacity. This encouragement makes these elderly people come to the library once a week to

take advantage of the information services provided. In addition, the urge to please himself through the library by relaxing, talking to other people is one form of satisfaction and overcoming boredom with routines at home or work. Comfort, peace and relaxing atmosphere are also found in the library, these are the factors that drive senior citizens to be willing to visit the library.

Whereas extrinsic motivation is the presence of an external encouragement that drive senior citizens to visit the library because of the existence of good facilities, complete collections, and friendly library staffs. These three things are a reward for the elderly when they come to the library. The free collection can also encourage older people to use the library, this is in line with the results of a study in Nigeria where the elderly have limited access to information sources due to lack of costs (Edewor, Nelson, et al). If those three things continue to be developed by the library, then the motivation of the elderly will be even greater and can increase the visit time from 1-2 hours to longer.

Conclusion

The motivation of the senior citizens can be divided into two, namely intrinsic and extrinsic motivation. Intrinsic motivation comes in the form of the desire of the elderly to add insight and self capacity by reading books, newspapers, and magazines, and accessing the internet available in the public library of the city of Surabaya. While the extrinsic factors are the existence of a complete and free collection, facilities that are comfortable and can be used by anyone, friendly staffs in serving elderly users, and friends who share the same age who can be used to exchange ideas.

Recommendation

Surabaya's public library can design special services for the elderly where collections of health, history, politics and entertainment can be taken into consideration for the procurement of collections, as well as collections with special formats such as large print and bold text to facilitate the elderly in reading. In addition, library should consider providing specific elderly facilities such as special rooms, facilities for disability, audio visual, adequate computer availability, and cafes. Library programs for the elderly also need to be developed, for example elderly volunteer programs, as well as healthy living and internet socialization. Regarding the staffs, training needs to be given so that they may provide services for the elderly properly, given some user feedback which states that the library staffs are still not aware and less friendly in serving the senior citizens.

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Appendix:

Table 1 Age of Respondents

Age	frequency	%
60-65	82	71,92
66-70	23	20.17
71-75	3	2.63
75 and above	6	5.26.
Total	114	100

Table 2 Reasons on visiting the library

Reason	frequency	%
To relax	28	24.56
To spend free time	30	26.31
To search for information	45	39.47
To accompany grandchildren	11	9.64
Total	114	100

Table 3 Distance from Home to the Library

Distance	frequency	%
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<= 1 km	41	36
2-3 km	43	37.7
4-5 km	13	11.4.
> 5 km>	17	15.9
Total	114	100

Table 4 Transportation used by respondents

Transportation	frequency	%
Car	18	15.8
Motorbike	45	39.5
Bicycle	10	8.8.
Public transportation	17	(14.9)
Walking	24	21.1
Total	114	100

Table 5 Visit intensity per week

Visit intensity	frequency	%
4-5 times	2	1.8
2-3 times	54	47.4
<= 1 time	58	50.9
Total	114	100

Table 6 Duration in the Library

Duration in the library	frequency	%
<1 hour	46	40.4
1-2 hours	53	46.5
> 2 hours>	15	13.2.
Total	114	100

Table 7 Activities Conducted

Activities performed	frequency	%
Reading books	39	34.2
Reading newspapers	44	38.6
Reading magazines	12	10.5.
Borrowing book	13	11.4.
Accessing the internet	2	1.8
Chatting with friends	4	3.5
Total	114	100

Table 8 Responses related to Library Facilities

Facilities	frequency	%
Very good	14	9.64
Good	84	73.68
Well done	7	6.14.
Not good	9	7.89
Total	114	100

Table 9 Users' Responses regarding Collections

Collecting	frequency	Percents
Very good	9	7.89
Good	65	57.01
Well done	25	21.92
Not good	15	13.15
Total	114	100

Table 10 Users' Responses to Library Staffs

Staffs	frequency	Percents
Good	36	31.57
Kind	66	57.89
Helpful	5	4.38
Not friendly	7	6.1
Total	114	100

Table 11 Elderly users feedback

User Feedback	f	%
Elderly facilities added	39	34.21
Audio visual service	4	3.5
Services for seniors	18	15.78
Addition of collections sepicified for senior citizens	29	25.43
Assistance by library staffs	7	6.14
Improve internet services	8	7.01
Quick troubleshooting	7	6.14
Library promotion	2	1.75
Total	114	100